

# MACK SENNETT

WEEKLY



Paramount—Mack Sennett Comedies



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## "His Last False Step" Release for Nov. 9

### Cast of Characters

Ford Sterling ..... A Flirtatious Haberdasher  
Phyllis Haver ..... His Wife  
Charlotte Mineau .....  
Kalla Pasha ..... Her Brother  
Richard Jones, Director

This is a story about a man who truly loved his young and pretty wife; but who could not resist the temptation to have a few marital adventures.

Ford Sterling in the play is married to Phyllis Haver and they have a baby and a happy home. But one day, Charlotte Mineau comes into the shop and Ford has to try to make an impression. In the midst of the flirtation his wife comes in so he hastily gets rid of the charmer—no, however before she has slipped him a card with her address and telephone number.

On a pretext of important business, he slips away from home and goes to call on Mineau—only to find himself in the clutches of a gang of crooks and into a halcyon game.

By a scheme planted by the crooks,



### What is a Joke

By Mack Sennett, Producer of Mack Sennett Comedies

In a general way a joke is manufactured from embarrassment. The best and surest jokes concern the fall of dignity in some way.

There is nothing funny in a dirty hoho falling over a bucket of water, but it is funny when a pompous, stuck-up, snobbish old aristocrat falls over a bucket of water. For that reason, the successful comedy director must have a logical, serious story to "establish" the character of the snob he intends to tip over.

This is the principle upon which all comedy is built.

There are many interesting side lights. No one knows how or why but the screen public has tacitly agreed that certain things are funny and other things are not funny.

For instance, we never can take any liberties with a Shetland pony in a picture. They don't like to see these little fellows made fun of.

The public will enjoy fun being poked at a preacher if he wears side whiskers; dress him in any other make-up and you are on very dangerous ground. I never could imagine why this is, but it is true.

There is one character with whom we can always be as rough as we choose—the policeman.

I don't care who it is, everyone in the world is a little afraid of a policeman—they always are pleased when things happen to him. You can go as far as you like with a cop.



Lively scenes from the fast moving Comedy HIS LAST FALSE STEP.

his wife discovers him in the charmer's room. A divorce results and he is forced into a marriage with the woman crook.

The night of the wedding which is

attended by crooks and roughs and thugs his wife comes to the house to get some of her possessions and a queer complication ensues.

The husband's troubles were many,

but they were unraveled in an unusual way.

Exhibitors are Learning Every Day That to FEATURE Mack Sennett Comedies Means Big Profits.

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# A Paramount-Mack Sennett Comedy Filled With Laughs

## MACK SENNETT



Paramount  
Mack Sennett  
Comedies

Published at  
1712 Alessandro Street  
Los Angeles

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### NEW MACK SENNETT COMEDY RELEASES

SALOME VS.  
SHENANDOAH

HIS LAST FALSE STEP

DOWN ON THE FARM

OH, OH, DOCTOR

*Exhibitors are Learning Every Day That to  
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Ford Sterling, Phyllis Haver and  
Charlotte Mineau in laughing scenes  
from HIS LAST FALSE STEP.



## Sennett Girls Learn Ballet

If a new grace and splendor is observed in the next Sennett pictures, let the cause be known. Louise Fazenda, Marie Prevost and Phyllis Haver are taking dancing lessons from a famous old ballet master. They have no intention of breaking into the merry-merry; they are dancing wholly as physical culture.

"And believe me," said Miss Fazenda, "there is nothing in the least merry about it. They stand you up in rows and tell you to hold on to a bar; then somebody grabs one of your feet and twists it all over the house. You discover that you have all kind of muscles that you never heard of and they all hurt. Every once in a while you see a foot sailing in front of your face and you are surprised to find that it is one of yours. They say it makes you very graceful. That is, if you don't come apart first."

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### Sterling a Photographer

Ford Sterling, who appears as the flirtatious husband in "His Last False Step," is an expert amateur photographer, and his photographic art studies have appeared in exhibitions all over the country.

Here's hoping the roof of your mouth will never need a shingle.

When Greek meets Greek, they are generally wrestlers.

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## Charlie Murray's Pans

In limburger there is strength.  
If a canary is yellow, why let it sing.

A base stealer is never arrested.

Did you ever keep a record of all the names you've been called.

Did you ever notice how quickly an empty bottle is cast aside.

We all have our little idiocies.

The first drink is enough.

Hair cuts a lot with most barbers.

Even a crutch will understand.

Brains and genius are synonymous.

A condition is something that exists in every family.

Never allow your family ties to choke you.

A nail files more dirt than a bookcase.

An elephant's trunk is never empty.

The undertakers are too deep for me.

French fried potatoes are Irish.

Mr. Mojave has got a wonderful desert.

Always take a receipt—even from your wife.

A fly suspects everybody.

### ATTENTION, EXHIBITORS

The sketches on the following page were made by Cartoonist E. W. Gale and will make an excellent Lobby attraction for your Theatre during the run of "HIS LAST FALSE STEP." If you will tear out the page and display it, the cartoons will undoubtedly interest a large number of your patrons.

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## NOTICE TO EXHIBITORS

### NEW LOBBY SETS OF MACK SENNETT BATHING GIRLS

Fifty different poses of Mack Sennett Bathing Girls and Comedians have been selected from more than 800 plates for distribution to Exhibitors. These are all copyrighted photographs, printed from the original negatives and were taken at picturesque locations along the Pacific Coast. They are very beautiful pictures and may be had at the following rates:

Set of 10 (assorted) 8x10 size	\$2.00
Set of 25 (assorted) 8x10 size	4.00
Set of 50 (assorted) 8x10 size	7.50

Full information concerning these new lobby sets may be had on application to the

LOBBY DEPARTMENT, MACK SENNETT STUDIO



IMPRESSIONS OF  
**MACK, SENNETT'S**  
 PARAMOUNT COMEDY  
**"HIS LAST FALSE STEP"**  
 SHOWN IN  
 THIS THEATER

Charlotte  
 Mineau,  
 the  
 vamp



Phyllis  
 Haver,  
 the  
 wife

Ford  
 Sterling,  
 the husband

The eternal triangle



How the man who bought the  
 pickpocket privilege at the wedding  
 got a good, workable crowd together.

# SALOME vs. SHENANDOAH

Super Special Two Reel Feature Released October 26

The Exhibitor who does not make this comedy the FEATURE of his program is overlooking a great opportunity for record business.



Charlie Conklin

Ben Turpin

Charlie Murray

Phyllis Haver

## A word to the Progressive Exhibitor—

I consider this to be the best two reel comedy ever produced under my supervision.

Sid Grauman, one of the foremost exhibitors in the United States, thought well enough of "Uncle Tom Without the Cabin" to play it as the feature of his bill against very strong opposition. Record business for the week justified his judgment. This is a bona fide fact.

I consider "Salome vs. Shenandoah" to be a better comedy than "Uncle Tom Without the Cabin."

**MACK SENNETT.**

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